

**PUBLIC
RECORD**

FILED

DEC 11 1994

NEW JERSEY BOARD OF
CHIROPRACTIC EXAMINERS

STATE OF NEW JERSEY
DEPARTMENT OF LAW AND PUBLIC SAFETY
DIVISION OF CONSUMER AFFAIRS
STATE BOARD OF CHIROPRACTIC EXAMINERS

IN THE MATTER OF THE SUSPENSION :
OR REVOCATION OF THE LICENSE OF :
:
WILLIAM T. EICKHOFF, D.C. :
:
TO PRACTICE CHIROPRACTIC IN THE :
STATE OF NEW JERSEY :

Administrative Action

ORIGINAL
CONSENT ORDER

This matter was opened before the New Jersey State Board of Chiropractic Examiners (hereinafter "the Board"), upon the Board's receipt of information that William T. Eickhoff, D.C., (hereinafter "Respondent") has placed advertisements entitled "Headache Sufferers" or using similar terminology. The advertisement offered \$300 in services for participation in "a natural alternative health program".

Upon review of all of the materials presented the Board finds the following:

1. The advertisement, a copy of which is attached, was intended to mislead readers into believing that there was some type of natural alternative health program limited to 15 participants being conducted and that those responding to the advertisement would be "participants" in such a program.

2. In fact, the only purpose of the advertisement was to market chiropractic services, so that the advertisement was

misleading, fraudulent and deceptive.

The parties being desirous of resolving this matter without the necessity of formal proceedings, and it appearing that the Respondent, William T. Eickhoff, D.C., acknowledges the findings of the Board previously set forth as constituting grounds for disciplinary action pursuant to N.J.S.A. 45:1-21(b), (e) and (h), and it further appearing that Respondent has read the terms of this Order, understands their meaning and consents to be bound by same, and it further appearing that the Board finds that the within order is adequately protective of the public interest, and that good cause exists for the entry of the within Order;

IT IS THEREFORE ON THIS 1st DAY OF December, 1994
ORDERED:

1. Respondent shall immediately cease and desist from publishing the attached advertisement or any similar advertisement or any advertisement which is false, fraudulent, deceptive or misleading.

2. Respondent shall contemporaneously with this order pay a civil penalty to the Board in the amount of two thousand five hundred (\$2,500) dollars by certified check payable to the New Jersey State Board of Chiropractic Examiners.

3. Respondent shall contemporaneously with this order pay costs to the Board in the amount of one hundred (\$100) dollars by

certified check payable to the New Jersey State Board of
Chiropractic Examiners.

NEW JERSEY STATE BOARD OF
CHIROPRACTIC EXAMINERS

By: _____

Robert Tarantino, D.C.
Board President

I have read the within Consent
Order and agree to be bound by
its terms. I consent to its
entry by the State Board of
Chiropractic Examiners.

William T. Eickhoff, D.C. 11/11/94
William T. Eickhoff, D.C.